

REP HEADLINE# 6183753 TRF# 321742  
 \$\$\$ MOD# 0 : UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 215 564 1103  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 AUG15/12 17.5  
 \*\*\* WPXI-TV \*\*\*

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA  
 AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

REP. # OFF. # 18 SALESMAN #

7669 STAGERS LOOP  
 DELAWARE, OH 43015

BUYER NAME WHITNEY EVERSOLE  
 SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6183753

PRDCT KEITH ROTHFUS

EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE AUG15/12 17.57

REP: TO JEN  
 FR CHERYL  
 BUYER COMPLETELY REVISED ORDER...  
 CANCELED ALL LINES AND RE-BOOKED ORDER ON ALL NEW LINES  
 RVSD TTL \$106,500  
 PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	C		600A-700A	30		\$575.00	10/8	10/12			M-F	
1	C		600A-700A	30		\$575.00	10/15	10/19			M-F	
1	C		600A-700A	30		\$575.00	10/22	10/26			M-F	
1	C		600A-700A	30		\$575.00	10/29	11/2			M-F	
PROGRAM : CH11 NEWS 6AM												
2	C		600A-700A	30		\$575.00	11/5	11/5			MON	
PROGRAM : CH11 NEWS 6AM												

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =

AGENCY EST# = 2409

FROM REP AUG15/12 17.5  
\*\*CHANGES\*\* \*\*\* WPYT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
3	C		700A-800A	30		\$475.00	10/8	10/12			M-F	
3	C		700A-800A	30		\$475.00	10/15	10/19			M-F	
3	C		700A-800A	30		\$475.00	10/22	10/26			M-F	
3	C		700A-800A	30		\$475.00	10/29	11/2			M-F	
PROGRAM : TODAY SHOW												
4	C		700A-800A	30		\$475.00	11/5	11/5			MON	
PROGRAM : TODAY SHOW												
5	C		1000A-1100A	30		\$3,600.00	10/21	10/21			SUN	
5	C		1000A-1100A	30		\$3,600.00	10/28	10/28			SUN	
5	C		1000A-1100A	30		\$3,600.00	11/4	11/4			SUN	
PROGRAM : MEET THE PRESS												
6	C		500P-530P	30		\$800.00	10/1	10/5			M-F	
6	C		500P-530P	30		\$800.00	10/8	10/12			M-F	
6	C		500P-530P	30		\$800.00	10/15	10/19			M-F	
6	C		500P-530P	30		\$800.00	10/22	10/26			M-F	
6	C		500P-530P	30		\$800.00	10/29	11/2			M-F	
PROGRAM : NEWS												
7	C		500P-530P	30		\$800.00	11/5	11/5			MON	
PROGRAM : NEWS												
8	C		530P-600P	30		\$800.00	10/15	10/19			M-F	
8	C		530P-600P	30		\$800.00	10/22	10/26			M-F	
8	C		530P-600P	30		\$800.00	10/29	11/2			M-F	
PROGRAM : NEWS												

AUG15/12 17.5  
\*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
9	C		530P-600P	30		\$800.00	11/5	11/5			MON	
PROGRAM : NEWS												
10	C		600P-630P	30		\$1,000.00	10/1	10/5			M-F	
10	C		600P-630P	30		\$1,000.00	10/8	10/12			M-F	
10	C		600P-630P	30		\$1,000.00	10/15	10/19			M-F	
10	C		600P-630P	30		\$1,000.00	10/22	10/26			M-F	
10	C		600P-630P	30		\$1,000.00	10/29	11/2			M-F	
PROGRAM : CH11 NEWS AT 6												
11	C		600P-630P	30		\$1,000.00	11/5	11/5			MON	
PROGRAM : CH11 NEWS AT 6												
12	C		730P-800P	30		\$1,650.00	10/1	10/5			M-F	
12	C		730P-800P	30		\$1,650.00	10/8	10/12			M-F	
12	C		730P-800P	30		\$1,650.00	10/15	10/19			M-F	
12	C		730P-800P	30		\$1,650.00	10/22	10/26			M-F	
12	C		730P-800P	30		\$1,650.00	10/29	11/2			M-F	
PROGRAM : WHEEL FORTUNE												
13	C		730P-800P	30		\$1,650.00	11/5	11/5			MON	
PROGRAM : WHEEL FORTUNE												
14	C		1100P-1135P	30		\$2,000.00	10/15	10/19			M-F	
14	C		1100P-1135P	30		\$2,000.00	10/22	10/26			M-F	
14	C		1100P-1135P	30		\$2,000.00	10/29	11/2			M-F	
PROGRAM : NEWS												
15	C		1100P-1135P	30		\$2,000.00	11/5	11/5			MON	
PROGRAM : NEWS												

FROM REP AUG15/12 17.5  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
16	C		1135P-1205A	30		\$2,250.00	10/7	10/7			SUN	
16	C		1135P-1205A	30		\$2,250.00	10/21	10/21			SUN	
16	C		1135P-1205A	30		\$2,250.00	10/28	10/28			SUN	
16	C		1135P-1205A	30		\$2,250.00	11/4	11/4			SUN	
PROGRAM : NEWS												
17	A		800A-900A	30		\$550.00	10/15	10/19			M-F	
17	A		800A-900A	30		\$550.00	10/22	10/26			M-F	
17	A		800A-900A	30		\$550.00	10/29	11/2			M-F	
PROGRAM : TODAY SHOW												
18	A		800A-900A	30		\$550.00	11/5	11/5			MON	
PROGRAM : TODAY SHOW												
19	A		800A-1030A	30		\$350.00	10/6	10/6			SAT	
19	A		800A-1030A	30		\$350.00	10/20	10/20			SAT	
19	A		800A-1030A	30		\$350.00	11/3	11/3			SAT	
PROGRAM : NEWS												
20	A		800A-1000A	30		\$375.00	10/14	10/14			SUN	
20	A		800A-1000A	30		\$375.00	10/21	10/21			SUN	
20	A		800A-1000A	30		\$375.00	10/28	10/28			SUN	
20	A		800A-1000A	30		\$375.00	11/4	11/4			SUN	
PROGRAM : NEWS												

FROM REP AUG15/12 17.5  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	A		400P-430P	30		\$350.00	10/1	10/5			M-F	
21	A		400P-430P	30		\$350.00	10/8	10/12			M-F	
21	A		400P-430P	30		\$350.00	10/22	10/26			M-F	
21	A		400P-430P	30		\$350.00	10/29	11/2			M-F	
PROGRAM : JUDGE JUDY												
22	A		430P-500P	30		\$450.00	10/15	10/19			M-F	
22	A		430P-500P	30		\$450.00	10/29	11/2			M-F	
PROGRAM : JUDGE JUDY												
23	A		430P-500P	30		\$450.00	11/5	11/5			MON	
PROGRAM : JUDGE JUDY												
24	A		700P-730P	30		\$1,250.00	10/1	10/5			M-F	
24	A		700P-730P	30		\$1,250.00	10/8	10/12			M-F	
PROGRAM : JEOPARDY												
25	A		1100P-1130P	30		\$850.00	11/3	11/3			SAT	
PROGRAM : NEWS												
26	A		800P-1100P	30		\$5,000.00	10/7	10/7			SUN	
26	A		800P-1100P	30		\$5,000.00	11/4	11/4			SUN	
PROGRAM : NBC SUN FOOTBALL												
27	A		600A-700A	30		\$575.00	10/3	10/5	2		W-F	2
PROGRAM : NEWS												

AUG15/12 17.5  
\*\*\* WPYT-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	A		600A-700A	30		\$575.00	10/8	10/12	2		M-F	2
28	A		600A-700A	30		\$575.00	10/15	10/19	3		M-F	3
28	A		600A-700A	30		\$575.00	10/22	10/26	4		M-F	4
28	A		600A-700A	30		\$575.00	10/29	11/2	4		M-F	4
PROGRAM : NEWS												
29	A		600A-700A	30		\$575.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
30	A		700A-800A	30		\$475.00	10/3	10/5	2		W-F	2
PROGRAM : TODAY												
31	A		700A-800A	30		\$475.00	10/8	10/12	3		M-F	3
31	A		700A-800A	30		\$475.00	10/15	10/19	3		M-F	3
31	A		700A-800A	30		\$475.00	10/22	10/26	4		M-F	4
31	A		700A-800A	30		\$475.00	10/29	11/2	4		M-F	4
PROGRAM : TODAY												
32	A		700A-800A	30		\$475.00	11/5	11/5	1		MON	1
PROGRAM : TODAY												
33	A		800A-900A	30		\$575.00	10/15	10/19	3		M-F	3
33	A		800A-900A	30		\$575.00	10/22	10/26	2		M-F	2
33	A		800A-900A	30		\$575.00	10/29	11/2	3		M-F	3
PROGRAM : TODAY												
34	A		800A-900A	30		\$575.00	11/5	11/5	1		MON	1
PROGRAM : TODAY												

AUG15/12 17.5  
\*\*\* WPYT \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	A		800A-1030A	30		\$350.00	10/6	10/6	1		SAT	1
35	A		800A-1030A	30		\$350.00	10/20	10/20	1		SAT	1
35	A		800A-1030A	30		\$350.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
36	A		800A-1000A	30		\$375.00	10/14	10/14	1		SUN	1
36	A		800A-1000A	30		\$375.00	10/21	10/21	1		SUN	1
36	A		800A-1000A	30		\$375.00	10/28	10/28	1		SUN	1
36	A		800A-1000A	30		\$375.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
37	A		400P-430P	30		\$300.00	10/3	10/5	1		W-F	1
PROGRAM : JUDY												
38	A		400P-430P	30		\$300.00	10/8	10/12	1		M-F	1
38	A		400P-430P	30		\$300.00	10/22	10/26	2		M-F	2
38	A		400P-430P	30		\$300.00	10/29	11/2	2		M-F	2
PROGRAM : JUDY												
39	A		430P-500P	30		\$375.00	10/15	10/19	1		M-F	1
39	A		430P-500P	30		\$375.00	10/29	11/2	2		M-F	2
PROGRAM : JUDY												
40	A		430P-500P	30		\$375.00	11/5	11/5	1		MON	1
PROGRAM : JUDY												
41	A		500P-530P	30		\$800.00	10/3	10/5	2		W-F	2
PROGRAM : NEWS												

FROM REP AUG15/12 17.5  
\*\* CHANGES \*\* \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
42	A		500P-530P	30		\$800.00	10/8	10/12	2		M-F	2
42	A		500P-530P	30		\$800.00	10/15	10/19	2		M-F	2
42	A		500P-530P	30		\$800.00	10/22	10/26	2		M-F	2
42	A		500P-530P	30		\$800.00	10/29	11/2	2		M-F	2
PROGRAM : NEWS												
43	A		500P-530P	30		\$800.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
44	A		530P-600P	30		\$800.00	10/15	10/19	3		M-F	3
44	A		530P-600P	30		\$800.00	10/22	10/26	3		M-F	3
44	A		530P-600P	30		\$800.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												
45	A		530P-600P	30		\$800.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
46	A		600P-630P	30		\$1,000.00	10/3	10/5	2		W-F	2
PROGRAM : NEWS												
47	A		600P-630P	30		\$1,000.00	10/8	10/12	2		M-F	2
47	A		600P-630P	30		\$1,000.00	10/15	10/19	2		M-F	2
47	A		600P-630P	30		\$1,000.00	10/22	10/26	3		M-F	3
47	A		600P-630P	30		\$1,000.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												
48	A		600P-630P	30		\$1,000.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
49	A		700P-730P	30		\$1,250.00	10/3	10/5	1		W-F	1
PROGRAM : JEOP												



REP HEADLINE# 6183753 TRF# 321742  
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REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.5  
\*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
50	A		700P-730P	30	5	\$1,250.00	10/8	10/12	2		M-F	2
PROGRAM : JEOP												
51	A		730P-800P	30	5	\$1,250.00	10/3	10/5	2		W-F	2
PROGRAM : WHEEL												
52	A		730P-800P	30		\$1,250.00	10/8	10/12	2		M-F	2
52	A		730P-800P	30	5	\$1,250.00	10/15	10/19	2		M-F	2
52	A		730P-800P	30		\$1,250.00	10/22	10/26	2		M-F	2
52	A		730P-800P	30		\$1,250.00	10/29	11/2	2		M-F	2
PROGRAM : WHEEL												
53	A		730P-800P	30	5	\$1,250.00	11/5	11/5	1		MON	1
PROGRAM : WHEEL												
54	A		1100P-1135P	30	5	\$1,350.00	10/15	10/19	2		M-F	2
54	A		1100P-1135P	30		\$1,350.00	10/22	10/26	3		M-F	3
54	A		1100P-1135P	30		\$1,350.00	10/29	11/2	3		M-F	3
PROGRAM : NEWS												
55	A		1100P-1135P	30	5	\$1,350.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
56	A		1100P-1135P	30	5	\$1,450.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
57	A		1135P-1205A	30		\$1,700.00	10/7	10/7	1		SUN	1
57	A		1135P-1205A	30	5	\$1,700.00	10/21	10/21	1		SUN	1
57	A		1135P-1205A	30		\$1,700.00	10/28	10/28	1		SUN	1
57	A		1135P-1205A	30		\$1,700.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												

1135P-1205A

1130P-1255A

Time Cnry.

REP HEADLINE# 6183753 TRF# 321742  
 \$\$\$ MOD# 0 : UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG15/12 17.5  
 \*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58	A		800P-1200M	30		\$5,000.00	10/7	10/7	1		SUN	1
58	A		800P-1200M	30		\$5,000.00	11/4	11/4	1		SUN	1
PROGRAM : SUNDAY NIGHT FOOTBALL												
59	A		600P-630P	30		\$500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
OCT/12			69100.00									
NOV/12			37400.00									

CONTRACT TOTAL 106500.00  
 TOTAL SPOTS 124



MARKET TOTALS \$342,403 WPXI 26% KDKA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%  
 SVC- NSI  
 DEMOS - RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE